

Visit Delaware Releases New Mobile Application for National American Beer Day

Newport, Del.— Discovering Delaware went digital to celebrate National American Beer Day as the Delaware Tourism Office ([Visit Delaware](#)) unveiled Delaware on Tap, the new smartphone application version of the state's popular Beer, Wine & Spirits Trail.

The office showcased the app, which is available for free download in the App Store and from Google Play, at Bellefonte Brewing Company Friday morning along with Gov. John Carney and Secretary of State Jeff Bullock, State Sen. Anthony Delcollo and Neil Shea, CEO of Bellefonte.

"Delaware's more than \$3-billion tourism industry is a key driver of the state's economy, and our thriving craft beverage industry is an important element of that," said **Governor Carney**. "Finding new and innovative ways to draw Delawareans and visitors into these small businesses helps to ensure the industry's growth continues."

"Craft beverage makers are some of our Delaware's hardest working entrepreneurs," said **Delaware Secretary of State Jeff Bullock**. "An application like this is one of the many inventive ways state government can create a climate and community that helps them succeed."

Delaware on Tap guides visitors and residents through completing the trail. After a user creates an account, the app uses geo-location to allow them to "check in" at a site.

Once they have checked in at any ten craft beverage makers on the trail, the user will receive a prize from the Delaware Tourism Office – a commemorative glass beer mug. Plus, the

first 100 people to complete the trail via the app will get a growler cooler bag.

“As the craft beverage industry evolves, so does the Beer, Wine & Spirits Trail,” said **Liz Keller, Delaware Tourism Director**. “Visitors wanted a smartphone-friendly way to take the trail. We made it happen. Delaware on Tap follows the tourism office’s philosophy of listening to consumers and providing them what they need to enhance their visit to the state.”

The app provides travelers with the opportunity to find what’s nearby, upcoming events, suggestions for places to dine or stay, deals and transportation offerings, including tours and Uber. An in-app photo booth lets users put fun frames and filters on photos they take along the trail and then helps them post the fun shots on social media using #DEonTap.

“We work hard to attract potential customers and get information to them,” said **Neil Shea, CEO of Bellefonte Brewing Company**. “We’re appreciative of the Delaware Tourism Office’s efforts to assist us and Delaware’s entire craft beverage community with that mission. We frequently see visitors who stop in as a part of taking the Beer, Wine & Spirits Trail, and the new app will help even more beer lovers find us.”

“I am extremely encouraged to see Delaware proactively promoting one of the First State’s fastest growing and most popular industries,” said **Sen. Anthony Delcollo, R-Marshallton**. “We must continue highlighting the successes of our local businesses that create jobs and opportunity in our state, and that’s what Delaware on Tap accomplishes for this industry.”

The trail started in 2010 with 12 locations, all breweries and wineries. At the time it was called the Delaware Wine & Ale Trail. Since then the trail has grown to include more than two

dozen businesses – breweries, wineries, distilleries, cideries and meaderies. The trail passport has racked up 7,200 downloads in seven years – a rate of three downloads every day.

The Beer, Wine and Spirits Trail is one of the Visit Delaware's five Trails of Discovery. Each gives tourists a unique and thematic way to see the state. The other four trails are: history, outdoor, geocaching and culinary.

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., part of the Delaware Division of Small Business, Development & Tourism, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism website at www.visitdelaware.com or call toll-free (866) 284-7483.